

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau(43) International Publication Date
30 October 2003 (30.10.2003)

PCT

(10) International Publication Number
WO 03/090189 A1(51) International Patent Classification⁷: G09F 11/02

(21) International Application Number: PCT/IL03/00329

(22) International Filing Date: 22 April 2003 (22.04.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/374,204 22 April 2002 (22.04.2002) US(71) Applicant (for all designated States except US): REN-
DEL, Zohar [IL/IL]; Rimalt Elimelech 9, Lev HaPark,
43730 Raanana (IL).

(71) Applicant and

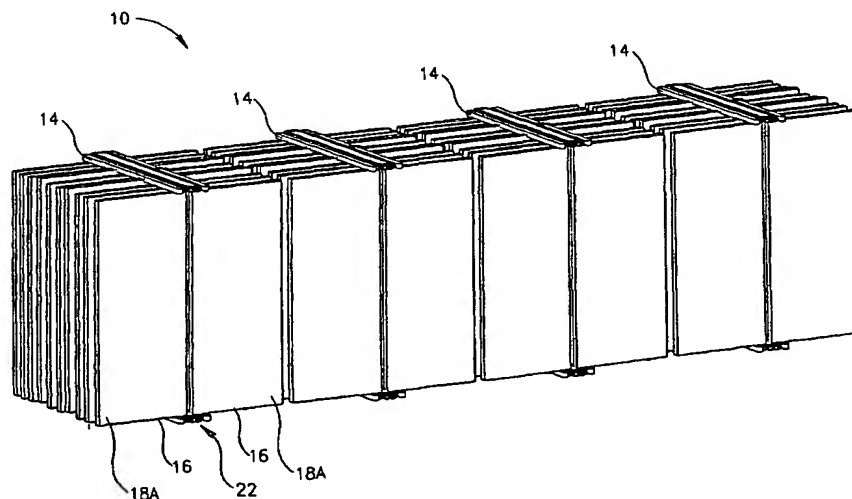
(72) Inventor: ZUKOV, Oleg [IL/IL]; 68 Derech Lev
HaSharon, 42823 Tzoran (IL).(74) Agent: LANGER, Edward; SHIBOLETH, YISRAELI,
ROBERTS, ZISMAN & CO., 46 MONTEFIORE ST.,
65201 TEL-AVIV (IL).(81) Designated States (national): AE, AG, AL, AM, AT, AU,
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU,
CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH,
GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC,
LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW,
MX, MZ, NI, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD,
SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US,
UZ, VC, VN, YU, ZA, ZM, ZW.(84) Designated States (regional): ARIPO patent (GH, GM,
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),
Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE,
ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO,
SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM,
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report
- before the expiration of the time limit for amending the
claims and to be republished in the event of receipt of
amendments

For two-letter codes and other abbreviations, refer to the "Guid-
ance Notes on Codes and Abbreviations" appearing at the begin-
ning of each regular issue of the PCT Gazette.

(54) Title: MULTI-PICTURE LOUVERED ADVERTISING SIGN APPARATUS AND METHOD



(57) Abstract: A multi-picture louvered advertising sign (10), using sign louvers (16) that move around individual tracks (14) in electromechanical synchronization. The synchronization mechanism utilizes sensors and a transmission mechanism that operates in response to control commands, such that the louvers come into an exposed position, at which point they temporarily rest, providing the required display. In sequential fashion, other louvers on the track are moved into the exposed position, so that the display is constantly updated. In a typical construction, each track has twenty louvers, with the faces of the louvers oriented generally perpendicular to the track that they traverse. Thus, per the louver mounting orientation of the present invention, an increase may be achieved over the prior art in the number of pictures that can be displayed. A recurring sequence may present animation of a set of still images.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/IL03/00329

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G09F 11/02

US CL : 40/503, 505

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 40/454, 470, 473, 493, 494, 503, 505; 434/428, 430

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
EAST

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,987,792 A (REYES-PARIS) 23 November 1999.	
A	US 6,206,077 B1 (STANFILL) 27 March 2001.	
A	US 5,255,465 A (PEREZ) 26 October 1993.	
A	US 5,416,996 A (CLEMENS) 23 May 1995.	
A	US 5,572,816 A (ANDERSON) 12 November 1996.	
A	US 5,003,716 A (DYER) 02 April 1991.	
A	US 5,511,330 A (HAVENS) 30 April 1996.	



Further documents are listed in the continuation of Box C.



See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T"

later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X"

document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y"

document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&"

document member of the same patent family

Date of the actual completion of the international search

09 August 2003 (09.08.2003)

Date of mailing of the international search report

26 AUG 2003

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Facsimile No. (703)305-3230

Authorized officer

Kurt Fernstrom

Telephone No. (703) 305-0303

Sheila H. Vencey
Patent Legal Specialist
Tech. Center 3700